PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Field Sales Personnel DATE: February 15, 1991

FROM: Headquarter Sales

SUBJECT: Cambridge May Pack Promotion

During May, Cambridge will offer a National two pack promotion giving consumers $1.25 off their total purchase in pack outlets. The ability to cross-promote this program with selected in-store merchandise is also available.

Dates

April 29 - May 31

Consumer Offer

Consumers will receive $1.25 off their total register receipt with each two pack purchase of Cambridge. Retailers will have the option to customize the offer for the following categories:

- Film
- Videos
- Magazines
- Gasoline
- Hot Beverages
- Soft Drinks
- Snack Items
- Store Merchandise

While retailers may elect to give the $1.25 discount on only the two pack purchase, cross-promotion should be encouraged.

No pack stickers/coupons are to be used with this offer.

Displays/Materials

20 unit and 50 unit displays are available. Displays will be packed as kits containing large posters, small posters and customization decal sheets.

Loose kings and 100's sleeves with coupons are also available. The sleeves are to be used for in-store assembly of menthol units only.

2042814249

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

Product

All non-menthol product will have factory applied $1.25 coupons. Product will begin to arrive at distributors the week of April 25. 45 day terms will apply.

Carton end-flaps will be coded as follows:

Camb. 85 Lts 142F
Bag It

Camb. 100 Lts 144F
Bag It

Camb. 85 F/F 086F
Bag It

Camb. 100 F/F 088F
Bag It

Camb. 100 U.L. 037F
Bag It

Reporting/Payments

	Payment	Promo Code
20 unit display and/or $1.25 coupon units	$2.00	714
50 unit display and/or $1.25 coupon units	$5.00	715

Normal reporting procedures apply to Sales Reps Call Summary and Bi-Weekly Expense Report.

Military

The military will be provided with 50 unit displays and two pack sleeves with the attached coupons. Allocations are attached.

Ordering Procedures (SOPM's and SMA's Only)

Displays and 2-pack sleeves (for menthol packings) should be ordered from the attached allocations via MIDAS (PF 17) by April 18. Product can be ordered by submitting the attached shipping list forms to Dee Smith at the New York Office by March 25. Shipments to distributors may be made the week of April 25 and/or May 9.

/lr
cc: J. Chaump
J. Nellenbach
S. Sabella
RVP's
SSD's
SOPM's

2042814250

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

CAMBRIDGE MAY 1991 ALLOCATIONS "$1.25 2 PACK"

Section	P/F 10 20 Deal Display	P/F 5 50 Deal Display	P/F 100 KS Sleeves	P/F 100 100's Sleeves
11	680	455	5400	5400
12	500	335	4000	4000
13	970	645	6600	6600
14	470	315	4100	4100
15	680	450	5600	5600
16	1080	720	8000	8000
21	600	400	4800	4800
22	930	625	6400	6400
23	1500	1005	10500	10500
24	1030	690	7400	7400
25	810	540	6600	6600
26	1250	830	9100	9100
31	1080	720	7000	7000
32	1120	750	7600	7600
33	1570	1050	11200	11200
34	2000	1335	14100	14100
35	1580	1040	11100	11100
36	1120	750	8000	8000
41	1010	675	7100	7100
42	1660	1090	11000	11000
43	860	570	6700	6700
44	1520	1015	11100	11100
45	1800	1200	12300	12300
46	1050	700	7400	7400
51	1170	780	7900	7900
52	1120	750	8700	8700
53	1110	745	7700	7700
54	1290	860	9100	9100
55	650	435	4900	4900
56	70	45	500	500
Military				
10-75-00		150	6000	6000
20-75-00		150	6000	6000
30-75-00		150	6000	6000
40-75-00		150	6000	6000
50-75-00		150	6000	6000

2042814251

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

CAMBRIDGE MAY 91 - PRODUCT ALLOCATION "$1.25 2 PACK"

Section	Total 6M Cases	FF KSF 086F	FF 100s 088F	LTS KSF 142F	LTS 100s 144F	ULT 100s 037F	MEN KSF 143F	MEN 100s 145F
11	290	58	58	58	58	58	0	0
12	250	50	50	50	50	50	0	0
13	345	69	69	69	69	69	0	0
14	240	48	48	48	48	48	0	0
15	305	61	61	61	61	61	0	0
16	420	84	84	84	84	84	0	0
21	255	51	51	51	51	51	0	0
22	345	69	69	69	69	69	0	0
23	560	112	112	112	112	112	0	0
24	395	79	79	79	79	79	0	0
25	295	59	59	59	59	59	0	0
26	480	96	96	96	96	96	0	0
31	370	74	74	74	74	74	0	0
32	405	81	81	81	81	81	0	0
33	600	120	120	120	120	120	0	0
34	750	150	150	150	150	150	0	0
35	590	118	118	118	118	118	0	0
36	425	85	85	85	85	85	0	0
41	380	76	76	76	76	76	0	0
42	590	118	118	118	118	118	0	0
43	355	71	71	71	71	71	0	0
44	590	118	118	118	118	118	0	0
45	660	132	132	132	132	132	0	0
46	395	79	79	79	79	79	0	0
51	420	84	84	84	84	84	0	0
52	465	93	93	93	93	93	0	0
53	410	82	82	82	82	82	0	0
54	485	97	97	97	97	97	0	0
55	260	52	52	52	52	52	0	0
56	25	5	5	5	5	5	0	0

2042814252

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

COUPONED PRODUCT

S H I P P I N G L I S T F O R S E C T I O N _____

Cambridge 2 Pack $1.25 Off - May
PROMOTION

April 25
DELIVERY DATE

Brand Code/Case Quantity

Customer Name/Address and Account No.	P.O. No.	Terr. No.	086F	088F	142F	144F	037F	Cases	Remarks

20428142S3

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

COUPONED PRODUCT

S H I P P I N G L I S T F O R S E C T I O N ____

Cambridge 2 Pack $1.25 Off - May
PROMOTION

May 9
DELIVERY DATE

Brand Code/Case Quantity

Customer Name/Address and Account No.	P.O. No.	Terr. No.	086F	088F	142F	144F	037F	Cases	Remarks

20428142S4

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004

PROMOTIONAL MATERIALS FORM

SECTION_____ DATE_____ PROGRAM_____

COMPLETE THE FOLLOWING AREA IF YOU HAVE ORDERED LESS THAN YOUR ALLOCATION OR IF YOU WOULD LIKE ADDITIONAL QUANTITIES.

POS:

ITEM	QUANTITY ALLOCATED	QUANTITY ORDERED	QUANTITY NOT ORDERED	QUANTITY NEEDED

PRODUCT:

DESCRIPTION	CODE #	QTY. ALLOC.	QTY. ORDERED	QTY. NOT ORDERED	QTY. NEEDED

IF YOU HAVE ORDERED LESS THAN 75% OF YOUR ALLOCATION, EXPLAIN BELOW:

_____
_____
_____
_____
_____
_____
_____
_____

FORWARD TO HEADQUARTER SALES, NYO: FAX (212) 880-3344

2042814255

Source: https://www.industrydocuments.ucsf.edu/docs/xhfn0004